

Minutes

Brew Advisory Board

12.11.24

- 1) Welcome
- 2) Member roll call (indicate present or absent) and recognition of new/or completing term members present: *Zach Pierangeli, Dennis Gifford, TrevorSandberg, Jake Kirkendall, Dan King, Steve Bertman, Brian Lindberg , Martha Lull*
Not present: *Mike Babb, John Liberty, Dave Sippel, Chris Sheibel, Jake Lohse, Chris Stroven, Mark Dunneback*
- 3) Call to approve minutes from the last meeting
 - a) *Trevor approves, Brian 2nd.*
- 4) Program updates
 - a) *The old curriculum has 36 credits with 46.5 contact hours, new curriculum would be 30 credits with 45 contact hours.*
 - b) *Xx5 level classes are 3 credit hours and 3 contact hours, and xx6 level classes are 3 credits and 6 contact hours.*
 - c) *OTS – Occupational Technical Studies Associate is what the new associate's name will be.*
 - i) *Allows students more freedom in class selection and promotes the program more naturally.*
 - ii) *Step-wise CoAs, the first semester can be divided into a CoA*
 - iii) *Brewing track, beverage service track, fermentation track*
 - iv) *Hopefully to market this globally anyone can take these classes.*
 - v) *Trying to get away from internships but still wants to support the industry*
 - vi) *Go into effect fall of 2025*
- 5) Perkins Core Performance Indicator – review of program-level performance (*this agenda item is included in the Spring semester; committees will be provided with summary data*)
- 6) Comprehensive Needs Assessment Input
 - a) *Satisfaction with student placements-*
 - i) *more manual at breweries while at KVCC more valve turning.*
 - ii) *Presidential not a good experience – not having confidence, more of an issue with the person than what was learned at KVCC. Maybe needs more communication.*
 - iii) *Maybe getting a task list from the industry for the students so they know what they are needing. Maybe students providing not only their certificate but showing what they have accomplished.*
 - b) *Satisfaction with the skill level of graduates*

- c) Are there gaps in skills that our students present?
- d) Are there gaps in the program? *Yes, trying to fill them. OTS associates could be a way to fill in the gaps.*
- e) It is hard to attract minors to a program that they cannot participate in
- f) Suggestions for improving student and graduate success?
- g) Viewing this program as a trade school frame

7) New Business and/or projects

- a) *Discuss new and emerging trends in the industry – high alcohol and sugar*
 - i) *New trend N/A*
 - (1) *People want to drink to get drunk anymore or just don't want to drink beer anymore.*
 - ii) *Brewing collaborates with non-beverage companies.*
 - iii) *How do you get hype around beer again?*

8) Other:

- i) *Getting more outreach from the community*
- ii) *January food and beer pairing community class*
- iii) *January open house*
- iv) *Inro to home brewing, 6-hour class*
- v) *Possible speed networking – virtually and how did you get to where you are at.*

9) Timelines for recommended action plans

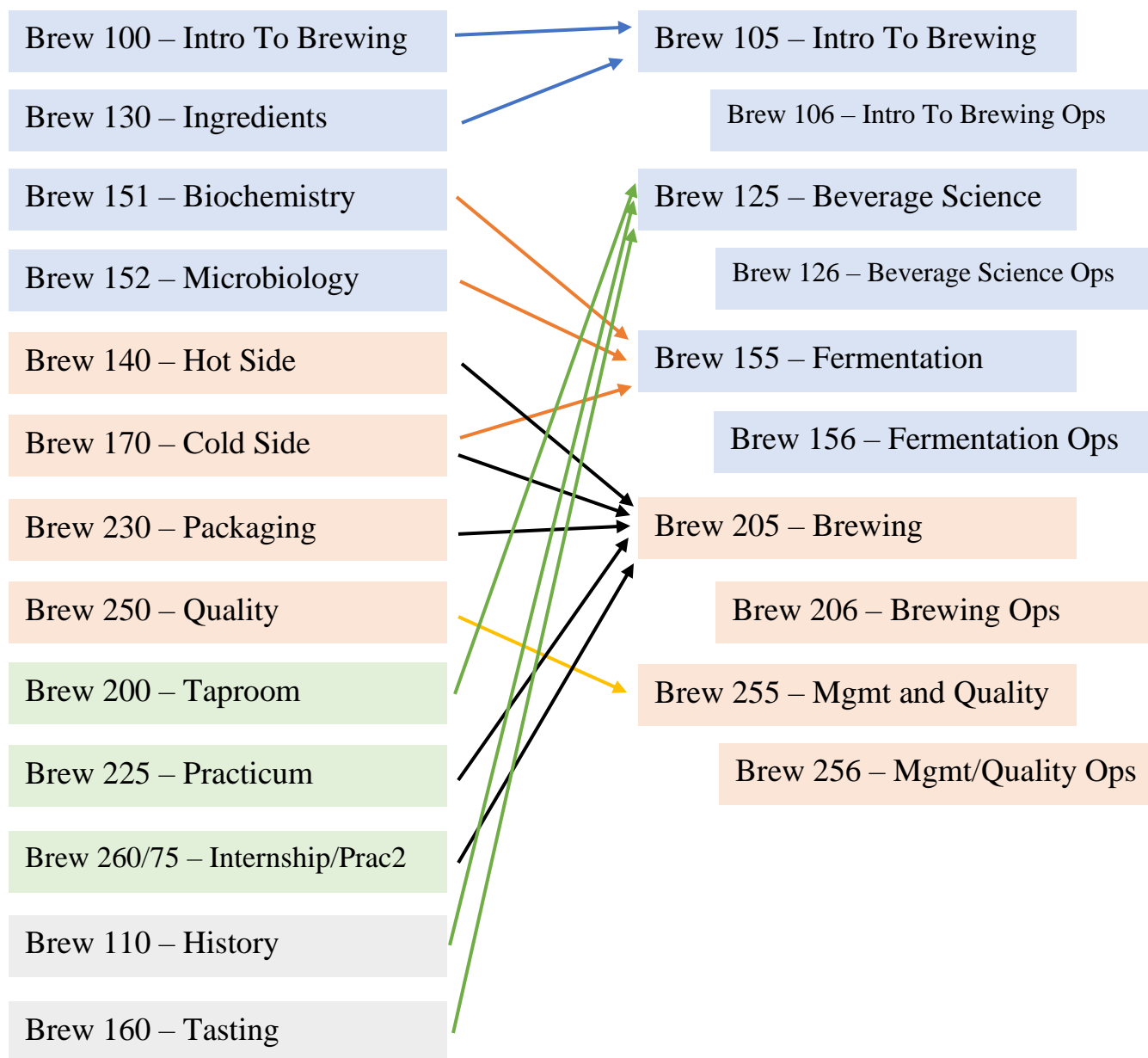
10) Updates from around the college (*any college representatives provide update*)

- a) *College Cosmetology and Barbering School is open now.*

11) Next meeting date, time, and location

- a) *Advisory Board Celebration will be held on Thursday, March 27, 2025, at the KVCC Museum from 5:30 – 7:30 p.m.*
- b) *Next meeting: TBD*

12) Adjournment



Notes

- Left column is current curriculum and right column is proposed curriculum with arrows showing where content is shifting
 - Old curriculum 36 credits with 46.5 contact hours
 - New curriculum 30 credits with 45 contact hours
- Colored boxes show typical student's semester workload
 - Blue = Semester 1
 - Orange = Semester 2
 - Green = Semester 3
 - Grey = Taken at any time

Brew 105 – Intro To Brewing

Brew 106 – Intro To Brewing Ops

Brew 125 – Beverage Science

Brew 126 – Beverage Science Ops

Brew 155 – Fermentation

Brew 156 – Fermentation Ops

Brew 205 – Brewing

Brew 206 – Brewing Ops

Brew 255 – Mgmt and Quality

Brew 256 – Mgmt/Quality Ops

Notes

- Class Structure
 - Each xx5 level class is a lecture that is 3 credits and 3 contact hours per week
 - Each xx6 level class is a lab that is 3 credits and 6 contact hours per week
 - Allows for semester based classes
- Online/Global Potential
 - Lecture component will be 100% online
 - Lab component will need to be done in Kalamazoo and is 100% in person
 - Employment at a brewery/production facility can be used as credit for prior learning per instructor approval and vetting
- OTS – Occupational Technical Studies Associate
 - Allows students more freedom in class selection
 - Promotes the program more naturally
- Stepwise CoAs
 - First semester can be divided into a CoA
 - Brewing track, beverage service track, fermentation track
- Financial Aid Eligible